
VINCENT ALVARE - WEB DEVELOPER & DIGITAL DESIGNER

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Profile

Experienced developer with a passion for organized, efficient code, a strong eye for aesthetics, and a solid background in static, interactive, and motion design.

Recent Work

Princess House, Inc. — February 2023-Current

Building out multilingual pages and posts within the Sitefinity CMS using HTML, CSS, and the Bootstrap framework for responsive elements.

Cannabis GPO — 2022

Designed and developed a WordPress website using a Bootstrap-enabled child theme. This simple site was built on a tight deadline of under three weeks. It contains basic content and multiple lead-generation forms built with ContactForm7.

My Auto Store — 2019-2022

Redesigned and rebuilt an existing WordPress & WooCommerce website to improve UI/UX and fix inventory issues. Increased revenue by ~400% on average per month after launch. Utilized the eBay Trading API, WooCommerce REST API, WP-CLI, and some clever PHP coding to run updates on more than 50,000 products per day.

Country Life Vitamins — 2017-2019

Ran product and slider updates regularly, created landing pages for monthly marketing campaigns, and managed three monthly email campaigns via Mailchimp. Successfully increased their email open rate by over 25% with the use of refined segmentation and A/B testing.

Cocoon Residences — 2017-2019

Designed and developed a modified child-theme via WordPress for this Portuguese business which opened its first student residence in Lisbon in 2017. The company went from opening its doors to having two full residences within three months, all traffic and reservations passing through the website.

Customer's Bank — 2018

Built this WordPress site based on packaged PSDs, working with designers to refine the look and function of the site. Created a child-theme based on a very basic Bootstrap theme, and utilized the Advanced Custom Fields plugin to knock this project out in less than three weeks.

Henry Company — 2018

Utilized SVG graphics and CSS3 animation to create a beautifully interactive menu system and homepage for this ModX site. A massive undertaking, with over 300 pages, this site was redesigned and rebuilt completely in less than three months.

NBC10 & Telemundo62 — 2018

Designed and built an intranet resource for information regarding the company's move to a new office building. Created using simple PHP templates & the Bootstrap framework - this resource included the use of elements like sticky menus, modals, and embedded video.

Axiom/Apothecom — 2016-2017

Created several digital interactive annotated bibliographies based on an existing proprietary NodeJS framework Axiom had created. Worked well within strict compliance standards and completed projects with striking efficiency. Also helped build out and test multiple iPad applications for use at medical trade shows.

Education

Philadelphia University, Philadelphia, PA — B.S. Digital Design, 2007

Skills

Highly proficient in all key areas of web development, including HTML, CSS, JavaScript/jQuery, and PHP - while also boldly swimming in the waters of motion and design with years of expertise in Adobe Photoshop, Illustrator, Premiere, and After Effects.

References

Cansu Kucuk

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Parker Horveath

SEO & Analytics Specialist at My Auto Store
610.428.7026

John Shanley

VP/Chief Creative Officer of Imagineate
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